



MQBS8940

Advanced Business Research Methods I

Session 2, In person-scheduled-weekday, North Ryde 2026

Macquarie Business School Faculty level units

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General Information

Unit convenor and teaching staff

Unit Convenor

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Please make an appointment for an individual slot

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Credit points

10

Prerequisites

Admission to GradDipResMQBS or MQBS7030

Corequisites

Co-badged status

Unit description

This unit is designed to equip students with an in-depth understanding and practical application of advanced research methods in business. Building upon foundational knowledge about the research process and basic research methods, this unit delves into more advanced methods, including structural equation modelling, experimental research designs and natural language processing, that are essential for conducting rigorous and impactful research to solve contemporary business problems.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Apply structural equation modeling techniques to analyse complex relationships in business contexts and communicate the results.

ULO2: Demonstrate advanced knowledge of how to design, analyse and communicate the results of experimental research in business contexts.

ULO3: Demonstrate knowledge of natural language processing concepts and interpret insights from textual data sources in business contexts.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100. Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions:

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills Development: Structural Equation Modelling	35%	No	11/ 09/ 2026	Individual	No	Open AI
Skills Development: Experimental Design	45%	No	30/ 10/ 2026	Individual	No	Open AI
Skills Development: Text Analysis	20%	No	13/ 11/ 2026	Individual	No	Open AI

Skills Development: Structural Equation Modelling

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **11/09/2026**

Weighting: **35%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to demonstrate structural equation modeling analysis skills, ensuring that you have a solid knowledge of the principles of structural equation modeling and can apply the technique to analyse data.

You will analyse a provided data set using structural equation modeling (SEM), interpret the findings and report the results in line with SEM reporting standards.

Skills in focus:

- Communication
- Work readiness
- Digital skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable: Written report (details provided on iLearn)

Individual assessment

On successful completion you will be able to:

- Apply structural equation modeling techniques to analyse complex relationships in business contexts and communicate the results.

Skills Development: Experimental Design

Assessment Type ¹: Professional task

Indicative Time on Task ²: 40 hours

Due: **30/10/2026**

Weighting: **45%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to demonstrate experimental design skills in a business context, ensuring that you have a solid understanding of experimental research principles and can apply them to investigate business problems.

You will design an experimental study addressing a relevant business research question, develop appropriate experimental protocols, consider ethical implications, and produce a comprehensive research proposal that could be implemented in a real-world business setting.

Skills in focus:

- Work readiness
- Critical thinking and problem solving
- Global, ethical, and environmental citizenship
- Discipline knowledge

Deliverable: Written research proposal (details provided on iLearn)

Individual assessment

On successful completion you will be able to:

- Demonstrate advanced knowledge of how to design, analyse and communicate the results of experimental research in business contexts.

Skills Development: Text Analysis

Assessment Type ¹: Professional task

Indicative Time on Task ²: 15 hours

Due: **13/11/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to apply natural language processing techniques to transform unstructured text into meaningful insights for decision-making.

You will explore unstructured text data using visualisation techniques and create insightful variables for further statistical analysis.

Skills in focus:

- Work readiness
- Digital skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable: Written report (details provided on iLearn)

Individual assessment

On successful completion you will be able to:

- Demonstrate knowledge of natural language processing concepts and interpret insights from textual data sources in business contexts.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- [Academic Success](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

This unit is delivered in weekly 3-hour seminars over 13 weeks.

For resources, please consult [iLearn](#).

Unit Schedule

Weeks 1-4: Structural equation modelling

Weeks 5-10 Experimental design

Weeks 11-13 Text analysis

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)

- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)

- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Unit information based on version 2026.03 of the [Handbook](#)